



Privacy notice

How Runo Franchising looks after your personal information

This notice explains what personal information we collect, why we use it, who we share it with, how long we keep it and your rights. If you have a question, email hello@runofranchising.com.

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Controller

Runo Ltd, trading as Runo Franchising

Contact

hello@runofranchising.com

1. Who we are

We're **Runo Ltd**, trading as **Runo Franchising**: a company registered in England and Wales with company number 14379622, whose registered office is at 1 Rubys Avenue, Fernwood, Newark, Nottinghamshire NG24 3RS, United Kingdom.

We decide how and why your personal information is used, which makes us its "controller" under United Kingdom data protection law. We're registered with the Information Commissioner's Office, registration reference ZC164490.

Runo International Ltd owns the Runo and Franchise Energetics brands, and we use them under licence. Runo South Africa (Pty) Ltd delivers our work in South Africa (section 14).

Contact us about your information at hello@runofranchising.com, or write to us at our registered office.

2. What this notice covers

This notice explains what personal information we collect, why, what we do with it, who we share it with, how long we keep it, and your rights. It applies when you:

- visit our website, runofranchising.com;
- complete the Franchise Readiness Scorecard or another form;
- book or have a Clarity Call or any other call with us;
- sign up for our emails, a masterclass or a free guide;
- buy or take part in a course, a training programme or a group programme such as Create to Replicate;
- work with us as a consulting or recruitment client, or as a franchise candidate through Managed Franchise Recruitment; or
- contact us in any other way.

Our programmes are for adults. We don't knowingly collect information about anyone under 18.

● 3. The information we collect

- **Contact details:** your name, email address, phone number, business name, role and business address.
- **Information about your business:** what you tell us in the scorecard, on forms and on calls, such as your sector, how long you've traded, how many sites you have, your plans and your answers to our questions. Some of it may be commercially sensitive, and we treat it as confidential.
- **Call and meeting records:** booking details, and notes we make during or after calls.
- **Enrolment and contract details:** the agreement you sign, your choices on our consents form, and your signature.
- **Payment information:** what you've bought, the amounts and dates, and your invoices. Card payments are handled by Stripe; we never see or store your full card details.
- **Programme information:** your attendance, progress, the work you submit, feedback we give, your certificate, and messages you send us.
- **Recordings:** live sessions are recorded, so your name, voice and image (if your camera is on) may appear in them.
- **Facebook group information:** if you join a programme's private Facebook group, your name, profile and posts are visible there.
- **Access needs:** anything you choose to tell us so that we can make adjustments for you. This may include health information, which we treat with extra care (section 5).
- **Marketing preferences:** whether you've agreed to hear from us, and how you engage with our emails (for example, whether they're opened or a link is clicked).
- **Website information:** basic technical information, such as your device, browser and the pages you visit, through cookies and similar tools (section 12).
- **For franchise candidates:** the information you give us about your background, finances and suitability, as explained when you apply.

● 4. Where it comes from

Mostly from you: when you fill in a form, book a call, buy, sign an agreement, take part in a programme or write to us. Sometimes from others: from a franchisor client who refers you to us; from people who recommend you; from publicly available sources such as Companies House or LinkedIn, when we're researching a business we're working with; and from our systems, for example when you open an email or visit a page.

● 5. Why we use it, and our lawful basis

WHAT WE USE IT FOR	OUR LAWFUL BASIS
Answering your enquiry, sending the scorecard results you've asked for, and booking and holding calls	Taking steps at your request before a contract, or our legitimate interests in responding to people who contact us
Delivering what you've bought: programmes, consulting, recruitment, recordings, platform access and certificates	Performing our contract with you (or with your business)
Taking payments, issuing invoices and keeping accounts	Performing our contract, and our legal obligations (tax and accounting)
Recording live sessions and sharing the recordings with your group	Our legitimate interests in letting everyone catch up, with your agreement recorded on the consents form; you can keep your camera off

WHAT WE USE IT FOR	OUR LAWFUL BASIS
Running a programme's private Facebook group	Your consent, given when you choose to join
Making adjustments for access needs, including any health information	Your explicit consent
Sending marketing emails about our programmes, masterclasses and news	Your consent, or, where you're already a customer, our legitimate interests in telling you about similar things (you can opt out at any time)
Improving our programmes, website and service	Our legitimate interests
Keeping records, handling complaints, and protecting or defending our legal rights	Our legitimate interests, and our legal obligations

Where we rely on legitimate interests, we've weighed them against your rights, and you can object (section 10). Where we rely on consent, you can withdraw it at any time; that doesn't affect what we did before.

Automated results. The Franchise Readiness Scorecard adds up your answers and shows a result automatically. It's a guide only. It doesn't decide whether you can work with us, and nobody is accepted or turned down because of it alone.

● 6. Keeping it confidential

What you tell us about your business stays confidential. We use it only to work with you, and we don't share it with anyone outside Runo without your permission, except as set out in section 7. In group programmes, everyone agrees to keep what others share in the group.

● 7. Who we share it with

We don't sell your personal information. We share it only with:

- **the services we use to run our business**, which handle it on our instructions: HighLevel (our website, forms, email, bookings, e-signature and learning platform), Stripe (card payments), Microsoft (Teams for live sessions, and email and documents), and our accounting software;
- **Facebook (Meta)**, if you join a private programme group. Meta handles your information under its own terms and privacy policy;
- **the other members of your group**, who'll see your name and what you share in sessions, recordings and the Facebook group;
- **other Runo companies**: Runo International Ltd and Runo South Africa (Pty) Ltd, where they help deliver our work;
- **our professional advisers**, such as our accountant, solicitors and insurers, under a duty of confidence;
- **franchisor clients, for franchise candidates**, only as explained when you apply to a franchise through our recruitment service; and
- **authorities**, where the law requires it.

● 8. Information sent outside the United Kingdom

Some of the services we use store information outside the United Kingdom, for example in the United States or the European Economic Area. When that happens, we make sure it's protected by one of the safeguards the law requires, such as a decision that the country's protection is adequate, or approved contract terms. Contact us if you'd like to know more.

● 9. How long we keep it

INFORMATION	HOW LONG
Enquiries, scorecard results and leads who don't become clients	Two years after our last contact with you
Clients and programme participants: contracts, invoices and records of the work	Six years after the work or programme ends (for tax, accounting and legal reasons)
Recordings of live sessions	Twelve months after the final session of your intake, then deleted
Private Facebook groups	Closed or archived when access to the programme ends
Marketing preferences	Until you unsubscribe, and then a record that you have, so we don't contact you again

● 10. Your rights

You have the right to:

- ask for a copy of the personal information we hold about you;
- ask us to correct anything that's wrong or incomplete;
- ask us to delete your information, where we don't need to keep it;
- ask us to limit how we use it;
- object to our using it on the basis of legitimate interests, and to marketing at any time;
- ask for information you gave us to be passed to you or someone else in a usable format; and
- withdraw your consent, where we rely on it.

To use any of these rights, email hello@runofranchising.com. We'll reply within one month. There's normally no charge.

● 11. Marketing

We'll only send you marketing emails if you've agreed to them, or if you're a customer and they're about similar programmes or services. Every email has an unsubscribe link, and you can also email us to stop. We never sell or share your details for other people's marketing.

● 12. Cookies

Our website uses cookies and similar tools: some are needed for the site to work, and others help us understand how it's used. You can choose which non-essential cookies to allow when you first visit, and change your choice at any time through the cookie settings on the site.

● 13. Keeping it safe

We use secure, reputable systems, limit access to the people who need it, and use strong passwords and two-step sign-in where available. If something goes wrong that puts your information at risk, we'll act quickly and tell you, and the Information Commissioner's Office, where the law requires.

● 14. South Africa

If your business is based in South Africa and you contract with Runo South Africa (Pty) Ltd, South Africa's Protection of Personal Information Act 2013 also applies, and Runo South Africa will give you its own privacy information before you buy.

● 15. Complaints

If you're unhappy with how we've handled your information, please tell us first at hello@runofranchising.com, and we'll do our best to put it right. You also have the right to complain to the Information Commissioner's Office: ico.org.uk, telephone 0303 123 1113, or Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

● 16. Changes to this notice

We'll update this notice when how we use personal information changes. The date at the top shows when it was last updated. If we make a significant change, we'll tell you.

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